AMENDMENT TO THE CLAIMS

Please amend *EXISTING* claims 1 - 6, 11 – 15, 20 – 22, 24, 29 –31 and 33; Cancel claims 7 - 10, 16 – 19, 25 - 28 and 34 – 37 without prejudice; and add new claims 38 - 41 as follows:

We Claim:

1. (Currently Amended) A method for analyzing ~~creating a multi-dimensional report from~~ information in at least one source database, said method comprising:

receiving a definition of at least one ~~customer profile~~ of a plurality of customer profile groups;

receiving ~~from a user~~ input indicating a ~~report-configuration selection~~ at least one quantity of interest in the information;

receiving a definition for a data model;

dynamically creating at least one generated database based upon the data model and configured to the quantity of interest, further comprising:

creating at least one first dimension table based upon ~~said report configuration selection and said information~~ the data schema and the quantity of interest; and

creating at least one fact table based upon ~~said report configuration selection and said information~~ the data schema and the quantity of interest and the information; and

displaying at least a portion of the dynamically generated database ~~providing a report comprised of said at least one first dimension table and said at least one fact table~~.

2. (Currently Amended) The method of claim 1 ~~wherein said~~ further comprising generating a customer profile report ~~is an customer profile report, said~~ and wherein the information ~~further comprising~~ comprises business performance measures, ~~said~~ and wherein:

creating at least one first dimension table further ~~comprising~~ comprises:

creating a customer profile hierarchy; and ~~said~~

creating at least one fact table further ~~comprising~~ comprises:

aggregating said business performance measures according to said customer profile hierarchy.

3. (Currently Amended) The method of claim 1 ~~wherein said report is~~ further comprising

generating an operation report, ~~said~~ and wherein the information ~~further comprising~~ comprises business performance measures, ~~said~~ and wherein:

creating at least one fact table further ~~comprising~~ comprises:

aggregating said business performance measures; and

filtering said customer profiles.

4. (Currently Amended) The method of claim 1 ~~wherein said report is~~ further comprising generating a customer behavior report, ~~said~~ and wherein the information ~~further comprising~~ comprises customer records, ~~said~~ and wherein:

creating at least one first dimension table further ~~comprising~~ comprises:

creating ~~a~~ at least one of a plurality of customer ~~profiles~~ profiling dimensions based upon the at least one of a plurality of customer profile groups received; and ~~said~~

creating at least one fact table further ~~comprising~~ comprises:

aggregating customer records based on said at least one of a plurality of customer ~~profiles~~ profiling dimensions.

5. (Currently Amended) The method of claim 1 further comprising:

creating a list of customers for each ~~customer profile in said~~ one of the plurality of customer profile groups;

creating at least one intermediary data structure to manage the list of customers; and

creating customer classification components in a meta model for each customer profile group.

6. (Currently Amended) The method of claim 1 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Currently Amended) A method for <u>analyzing</u> ~~creating a multi-dimensional report~~ ~~from~~ information in at least one database, said method comprising:

receiving a definition of at least one ~~customer profile~~ of a plurality of customer profile groups;

creating a list of customers for each <u>one of the</u> ~~customer profile in said~~ plurality of customer profile groups;

creating customer classification components in a meta model for each customer profile group;

receiving ~~from a user~~ input indicating ~~a report configuration selection~~ <u>at least one</u> <u>quantity of interest in the information</u>;

<u>receiving a definition for a data model;</u>

~~extracting information from said at least one database;~~

<u>dynamically creating at least one generated database based upon the data model and the</u> <u>quantity of interest, further comprising:</u>

creating at least one first dimension table based upon ~~said report~~ ~~configuration selection~~ <u>the data schema and the quantity of interest; and</u>

creating at least one fact table based upon ~~said report configuration~~ ~~selection and said information~~ <u>the data schema, the quantity of interest and the</u> <u>information</u>; and

<u>displaying at least a portion of the dynamically generated database</u> ~~providing a report~~ ~~comprised of said at least one first dimension table and said at least one fact table.~~

12. (Currently Amended) The method of claim 11 ~~wherein said~~ <u>further comprising</u> <u>generating a customer profile</u> report ~~is an customer profile report, said~~ <u>and wherein the</u> information ~~further comprising~~ <u>comprises</u> business performance measures, ~~said~~ <u>and wherein:</u>

creating at least one first dimension table further ~~comprising~~ <u>comprises</u>:

creating a customer profile hierarchy; and ~~said~~

creating at least one fact table further ~~comprising~~ <u>comprises</u>:

aggregating said business performance measures according to said customer profile hierarchy.

13. (Currently Amended) The method of claim 11 ~~wherein said report is~~ <u>further</u>

comprising generating an operation report, ~~said~~ and wherein the information ~~further comprising~~ comprises business performance measures, ~~said~~ and wherein:

creating at least one fact table further ~~comprising~~ comprises:

aggregating said business performance measures; ~~and~~

filtering said customer profiles.

14. (Currently Amended) The method of claim 11 ~~wherein said report is~~ further comprising generating a customer behavior report, ~~said~~ and wherein the information ~~further comprising~~ comprises customer records, ~~said~~ and wherein:

creating at least one first dimension table further ~~comprising~~ comprises:

creating ~~a~~ at least one of a plurality of customer ~~profiles~~ profiling dimension tables based upon the at least one of a plurality of customer profile groups received; and ~~said~~

creating at least one fact table further ~~comprising~~ comprises:

aggregating customer records based on said at least one of a plurality of customer ~~profiles~~ profiling dimension tables.

15. (Currently Amended) The method of claim 11 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Currently Amended) A method ~~of~~ for analyzing ~~transferring~~ information ~~from~~ in a first database, said first database organized according to a first data schema ~~model, to a second database, said second database organized according to a second data model to serve as the basis of analysis of the data;~~ said method comprising:

~~receiving as input a first data~~ defining a virtual data model ~~definition;~~

determining from the virtual data model a second data schema;

receiving as input a ~~second~~ third data model definition;

creating a third database having a third data schema from the third data model;

creating a first mapping, ~~said mapping providing~~ that provides a translation for data from said first data ~~model~~ schema to said second data ~~model~~ schema;

creating a second mapping, that provides a translation for data from the second data schema to the third data schema; and

~~selectively~~ migrating ~~said date~~ at least a portion of the information from ~~said~~ at least one of the first database to ~~said second~~ the second database according to ~~said~~ the first mapping and the second database to the third database according to the second mapping.

21. (Currently Amended) The method of claim 20 wherein said first data schema ~~model~~ comprises a star schema.

22. (Currently Amended) The method of claim 20 wherein ~~said second~~ virtual data model comprises an identity centric data organization.

23.   The method of claim 22 wherein said identity is a customer identity.

24. (Currently Amended) The method of claim 20 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Cancelled)

29. (Currently Amended) The method of claim 20 wherein ~~said second~~ the virtual data model comprises a reverse star schema.

30. (Currently Amended) A method of for analyzing information from a database, said database organized according to a first data model, said method comprising:

defining based upon a virtual data model a data warehouse;

receiving as input a definition of a second data model;

creating a first mapping from said first data model to said ~~second data model~~ data warehouse;

creating a second mapping from said data warehouse to said second data model;

analyzing ~~said data~~ information based upon said second data model, using the first mapping and the second mapping ~~and said mapping~~.

31. (Currently Amended) The method of claim 30 wherein said ~~first~~ virtual data model comprises an identity centric data organization.

32.   The method of claim 31 wherein said identity is a customer identity.

33. (Currently Amended) The method of claim 30 wherein said information comprises at least one of telecommunications information, financial information, retail marketing information, insurance information, and health care information.

34. (Cancelled)

35. (Cancelled)

36. (Cancelled)

37. (Cancelled)

38. (New) The method of claim 1, further comprising:

receiving a definition of a meta-model schema;

generating a data warehouse populated with the information from the source database and in accordance with the reverse star schema meta-model; and

providing the data warehouse in place of the source database for creating the dynamically generated database.

Attorney Docket No. 52719.00006

39. (New) The method of claim 38, wherein the meta-model schema is a reverse star schema.

40. (New) The method of claim 38, further comprising:

receiving a selection of a targeted customer segment of interest as the quantity of interest;

generating at least one of a plurality of targeted customer segment tables based upon the dynamically generated database; and

providing the targeted customer segment tables to external applications.

41. (New) The method of claim 1, wherein the dynamically generated database further comprises:

receiving an input from an on-line application processor (OLAP);

transforming the input into a database query based upon the data model; and

providing information in response to the database query.